

# HAWAII SBDC SUCCESS STORY - WEST HAWAII CENTER



## Surf City Images

Cheryl Valle took pictures at her daughter's karate tournaments in 2010 and from that moment she was hooked! She spent the next several years growing in her skills and developing her own unique style.

Cheryl was a 911 dispatcher and crisis negotiator until 2016 when she retired after 26 years of service. She says she went from talking to people on the most difficult day of their life to photographing people on the happiest days of their lives.

Cheryl is a Certified Professional Photographer. She is currently the only CPP on Hawaii Island. She is also certified as a PADI Underwater Photographer. She has found a niche that resonates with her clientele whether in the water, in her studio, or on a scenic location on the Big Island. She has the skill to create dramatic and dynamic images while incorporating the beauty of each location.

Cheryl reached out to the SBDC for help. We assisted her with filing her first GET tax return. Later, we worked with her on developing a business plan, and creating a budget, marketing plan, and negotiating a commercial lease. Cheryl states that her relationship with the SBDC gave her the confidence to move forward with her studio, knowing we were there to assist when she needed us.

Her studio is open for business. When you walk in, you see the reflection of her unique style that brings a fun, party atmosphere to her clients. She looks forward to providing everything from professional head shots and family portraits to hosting parties in her studio, utilizing interesting props to create fun and lifelong memories.

